

Message Text

UNCLASSIFIED

PAGE 01 CARACA 01120 040506Z

ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 CIAE-00 EB-08 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 DOE-11 SOE-02

INT-05 OES-07 /078 W

-----045540 040515Z /21

R 021623Z FEB 78

FM AMEMBASSY CARACAS

TO SECSTATE WASHDC 0000

UNCLAS CARACAS 1120

E.O. 11652: N/A

TAGS: BEXP, VE

SUBJ: PETROLEUM AND GAS EXHIBITION AND SEMINAR

REF: (A) STATE 303917; (B) CARACAS 12028

(C) CARACAS 0945

FOR OIM BREWER

1. SUMMARY. PETROLEOS DE VENEZUELA OFFICIALS HAVE REACTED FAVORABLY TO THE POSSIBILITY OF A US SPONSORED PETROLEUM EXHIBITION AND TECHNICAL SALES SEMINAR IN JANUARY 1979. THE OFFERED TO ASSIST THE COMPANY CONTRACTED TO CONDUCT THE MARKET RESEARCH AND WERE PARTICULARLY INTERESTED IN THE SEMINAR ASPECT. BASED ON THIS AND FAVORABLE LOCAL REACTION FROM AGENTS AS WELL AS THE INTEREST SHOWN BY THE OPERATING COMPANIES IN THE MEXICO EXHIBITION, THE EMBASSY CONCURS WITH INCLUDING THIS THEME IN THE FY-79 EVEN SCHEDULE. END SUMMARY.

2. THE EMBASSY PETROLEUM OFFICER MET RECENTLY WITH DR. JOSE CASANOVA, PETROLEOS DE VENEZUELA DIRECTOR RESPONSIBLE FOR PRODUCTION AND REFINING AND WITH JAROSLAV BREEK, RECENTLY NAMED COORDINATOR FOR MATERIALS, TO DESCRIBE THIS YEAR'S PETROLEUM EXHIBITION AND SEMINAR IN MEXICO AND TO EXPLAIN US INTEREST IN MOUNTING A SIMILAR EVENT IN VENEZUELA NEXT YEAR. CASANOVA AND BREEK, WHO HAD ALREADY BEEN AD-
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 CARACA 01120 040506Z

WIVES OF THE MEXICO SHOW BY THE COMMERCIAL ATTACHE, WERE PARTICULARLY INTERESTED IN THE NUMBER AND VARIETY OF SEMINARS BEING PRESENTED THERE. THEY SAID A NUMBER OF ENGINEERS FROM PETROLEOS AND FROM THE OPERATING COMPANIES WOULD ATTEND THE MEXICO SHOW (REF C).

3. THEY ALSO REACTED FAVORABLY TO THE SCHEDULING OF A SIMILAR EVENT IN VENEZUELA IN JANUARY 1979, NOTING THAT WHILE ONLY A FEW

EMPLOYEES OF THE INDUSTRY ARE ABLE TO ATTEND SUCH EXHIBITIONS ABROAD, LARGE NUMBER OF EMPLOYEES, INCLUDING OPERATING ENGINEERS AND FOREMEN, COULD ATTEND AN EXHIBITION AND SEMINARS IN CARACAS. SUCH AN EVENT, THE COMMENTED, WOULD ALSO DRAW VISITORS FROM THE INDUSTRIES OF NEIGHBORING COUNTRIES.

4. THE FOLLOWING POINTS WERE MADE IN DISCUSSING SPECIFIC ASPECTS OF THE PROPOSED EVENT:

A. TIMING-FROM THE POINT OF VIEW OF THE INDUSTRY, CASANOVA AND BRCEK THOUGHT LATE JANUARY 1979 WOULD BEE GOOD, SINCE IT DOES NOT CONFLICT WITH MAJOR LOCAL HOLIDAYS, AND HOTELS PROBABLY WOULD NOT BE UNUSUALLY CROWDED. THEY ASKED, HOWEVER, IF THIS WOULD CONFLICT WITH ANY OTHER MAJOR PETROLEUM EXHIBITIONS, PARTICULARLY THOSE IN THE US. USDOC IS REQUESTED TO CHECK ON THIS AD ADVISE.

B. LOCATION-THEY AGREED THAT CARACAS WOULD PROBABLY BE THE BEST SITE FOR SUCH AN EXHIBITION EVEN THOUGH THE MAJOR OIL PRODUCING AREAS ARE LOCATED SOME DISTANCE FROM THE CAPITAL. THEY SUGGESTED, HOWEVER, THAT SELECTED SEMINAR TOGETHER WITH ANY RELATED EQUIPMENT, MIGHT ALSO BE SCHEDULED IN THE ACTUAL PRODUCING AREAS.

C. TYPE OF EQUIPMENT TO BE EXHIBITED-THEY EXPRESSED CONCERN THAT SOME EXHIBITORS MIGHT SHOW EQUIPMENT WHICH WAS NOT APPROPRIATE TO THE NEEDS OF THE VENEZUELAN INDUSTRY. IT WAS EXPLAINED THAT THE USG WOULD SPONSOR A MARKET STUDY TO PINPOINT VENEZUELAN NEEDS AND THEY UNCLASSIFIED

UNCLASSIFIED

PAGE 03 CARACA 01120 040506Z

OFFERED TO ASSIST THE CONTRACTOR IN MAKING APPROPRIATE CONTACTS FOR THIS STUDY.

D. TECHNICAL SEMINARS-THEY WERE PARTICULARLY INTERESTED IN THE QUALITY OF THE SEMINARS WHICH WOULD BE HELD IN CONJUNCTION WITH THE EXHIBITION, COMMITING THAT WHILE AT TIMES IT IS DIFFICULT TO ENVISION THE PARTICULAR ADVANTAGES OF A NEW PRODUCT DISPLAYED IN AN EXHIBIT, AN EXPLANATORY SEMINAR DEMONSTRATING ITS ACTUAL USE WITH SLIDES OR FILM CAN BE VERY HELPFUL. REVIEWING THE SEMINAR PROGRAM FOR THE MEXICO SHOW, THEY NOTED THAT THERE APPEARED TO BE NO PATTERN TO THE SCHEDULING, AND SUGGESTED THAT TOPICS BE GROUPED EN TERMS OF SPECIFIC FIELDS OF INTEREST, SUCH AS OFFSHORE EXPLORATION, DRILLING, PRODUCTION, TRANSPORT, ETC. IN THIS WAY, THEY SAID, THE OPERATING COMPANIES COULD BRING GROUPS OF EMPLOYEES IN A PARTICULAR FIELD INTO CARACAS FOR A DAY WHICH WOULD BE DEVOTED TO SPECIALISED SEMINARS AND MEETINGS WITH SELECTED EXHIBITORS IN THIS FIELD.

3. BOTH CASANOVA AND BRCEK COMMENTED FAVORABLY ON THE PETRO-AVANCE TITLE USED FOR THE MEXICO SHOW, SAYING IT FIT WELL WITH THE IMAGE OF PROGRESS IN PETROLEUM WHICH PETROLEOS WISHES TO PROJECT.

5. THE PROPOSED JANUARY DATE PRESENTS ONE POSSIBLE ADDITIONAL COMPLICATION, IN THAT THE NEW GOVERNMENT WHICH WILL BE ELECTED IN DECEMBER 1978 WILL NOT TAKE OFFICE UNTIL MARCH 1979. SINCE PETROLEOS AND THE OPERATING COMPANIES ARE ESSENTIALLY NON-POLITICAL AND NO MAJOR CHANGES ARE EXPECTED IN THE INDUSTRY AS THE RESULT OF THE ELECTIONS, THIS FACTOR WOULD NOT APPEAR TO PRESENT A SERIOUS PROBLEM.

6. THE COMATT CONTACTED LOCAL AGENTS. US STEEL INTERNATIONAL WOULD BE VERY INTERESTED IN PARTICIPATING AND LOCAL CONTACT BELIEVES USS SUBSIDIARIES, USS CONSULTANTS AND ENGINEERS AND UNITED OIL WELL SUPPLY WOULD JOIN THE SHOW. THE AGENT FOR PEERLESS AND WILLIAMSON WAS GENERALLY POSITIVE BUT WORRIED ABOUT TIMING (PARA 5 ABOVE) HE ALSO POINTED OUT THEIR SALES TARGET IS THE TURNKEY CONSTRUCTOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 04 CARACA 01120 040506Z

AND SUPPLY CONTRACTOR, NOT PETROLEOS ITSELF. THE ALLIS CHALMERS AGENT
T
FEELS THE SAME. DRESSER SERVICES MARACAIBO, IN CONTRAST, FEELS SUCCESS WILL DEPEND ON SECURING POSITIVE COOPERATION FROM PETROLEOS, ITS OPERATING SUBSIDIARIES AND THE SERVICE COMPANIES.

7. BIDS FOR CONTRACT MARKET RESEARCH FOLLOW BY SEPTTEL. PLEASE CONFIRM OUR UNDERSTANDING THAT USDOC IS NOT SENDING SPECS FOR REFINERY PORTION OF RESEARCH AND THAT EMBASSY IS TO CONDUCT IN-HOUSE SURVEY OF MAJOR REFINERY EXPANSIONS COMING UP WITH AS MUCH ILLUMINATION AS POSSIBLE OF THE TYPES OF COMPONENTS WHICH WILL BE DESIGNED INTO THESE TURN-KEY PROJECTS. ALSO, WE WILL TRY TO ASCERTAIN MAINTENANCE AND REPLACEMENT EQUIPMENT REQUIREMENTS FOR EXISTING REFINERIES.
VAKY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978CARACA01120
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780053-0391
Format: TEL
From: CARACAS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197802102/aaaadimk.tel
Line Count: 151
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 83726dcd-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 303917, 77 CARACAS 12028, 78 CARACAS 945
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3433983
Secure: OPEN
Status: NATIVE
Subject: PETROLEUM AND GAS EXHIBITION AND SEMINAR
TAGS: BEXP, VE
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/83726dcd-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014